

Bridge

The Idea Exchange of the credit union movement



*September
1947*

See page 9

official publication

Credit Union National Association

Costly Pennies

by G. G. GUDMUNDSON, president New Jersey Credit Union League

THESE ARE random thoughts of an old-timer after sitting all afternoon in a league convention listening to one credit union officer after another explain why his credit union cannot afford to pay higher dues to state league and national association.

A successful credit union is one that makes enough operating margin so that it can give a full measure of services, including Loan Protection insurance and others, to its members, protect itself from attack by maintaining a well-financed state and national association; and then pay a reasonable dividend at the end of the year. The officers of such a credit union are happy in a job well done, proud of their accomplishment and anxious to find new ways to be of service. They have enough money to publicize their credit union among their members, with the result that everyone is proud to belong to a successful organization, pleased with his membership and glad to make use of it. Publicity and education cost money but no credit union can be successful without it.

Some credit unions today charge only $\frac{3}{4}$ of one percent interest, with the result that in order to pay a dividend they must curtail expenses. They give very little publicity to their credit union, and little or no effort is made to educate the members, because it costs too much for their limited income.

When loans are plentiful these credit unions get by, after a fashion, but when there is a dearth of loans, like we had during the war, the officers have to struggle so hard to show any results that they get tired and eventually quit. New officers are elected. They soon become discouraged and often the credit union is liquidated.

If one percent interest had been collected, the income could have been one-third greater. This one-third is in many cases the difference between success and failure.

What a Difference

But, you say, we collected last year \$3,000 in interest. If we had charged one percent we could have collected \$4,000. Therefore we saved our members \$1,000. Isn't that worth while? Let us look the facts in the face. This thousand dollars may be the difference between a prosperous and a struggling credit union.

One of your members is John Doe. He is a man earning a small wage,

with a large family and is just getting by when everything is going right. Just such a man that the credit union is organized to help, and the more help it can give the more valuable it is to him. He has sickness in the family and comes in for a loan of \$100. If the credit union is healthy he will get his loan quickly, with a smile and good wishes for his family. Will he get that elsewhere? This is just the type of man who needs low interest rates.

If we charge him one percent for a fifteen month loan he will pay \$8 in interest. If $\frac{3}{4}$ of one percent, \$6. There you are. The \$2 means something to John Doe.

Let us see if it does. He will save on the average $13\frac{1}{2}$ cents on each payment. What can he buy for that? If he saves it regularly each month he will have two dollars at the end of fifteen months. But will he? Let's be realistic about it. That 13 cents will not buy anything worth while and it will not be saved.

It is worth a great deal more to John Doe to give the 13 cents to the credit union and with hundreds of other John Does let these 13 cents build up a virile organization that he can always depend on in times of need.

An Expensive 13 Cents

Today our credit unions are facing the greatest danger in their history; the danger of being taxed out of existence. If that comes, John Doe will not know the reason for it. It is fortunate for us he will not know it. Because if he knew that the 13 cents we saved him and the other millions of John Does in all the credit unions had kept them so poor that they could not see their way clear to pay the dues to the state leagues and national association, or could pay only such small dues as to make these organizations weak and ineffective, we as officers would be most uncomfortable. If he were to tell us that we were short-sighted and poor custodians of his welfare because we tried to save him pennies and thereby allowed the whole institution to be wrecked, I feel we would have to admit it.

But, let's not worry about that. He will never know, because we have not had enough money to educate him in what a good credit union is, what it can do for him and what is necessary to keep the credit union movement healthy and active.

What profiteth it a man to save a few cents in interest, if he lose his credit union? Selah!

Bridge

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Credit Union National Association

Madison 1, Wisconsin

HOWARD C. CUSTER, Editor

E. K. WATKINS, Assistant Editor

CHAS. G. HYLAND, Business Manager

SUBSCRIPTIONS—\$1 A YEAR

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BRIDGE

Only Things Wrong

THE ONLY THINGS which are wrong about our government are the things which are wrong with you and me. Democracy is never a thing done; it is and always will be a goal to be achieved. It means action, not passive acquiescence in things as they are; it requires alertness to duty, a dynamic faith, a willingness to give for the good of all. It can live only as a result of loyalty and devotion to its principles expressed by daily deeds.—*Douglas L. Edmonds, quoted in FORBES.*

Teach Your Children

Money Sense

says our child psychologist*

*The "our" refers to the *Cooperative Home Magazine*, published by the *British Cooperative Wholesale Society*, from which this article is reprinted.

IT IS NOT REALLY DIFFICULT to give children a money sense quite early in life, without making them in any way miserly. The best way, perhaps, of doing this is by means of pocket money. By giving them a certain amount each week and allowing them to spend it in any way they wish, it should be fairly easy to show your children the possibility of being generous with little or mean with much more.

A child, for instance, may be given half a crown a week and spend it all on sweets. Another child, however, may get a mere sixpence, spend half on sweets and put the rest away.

No Set Rules

A set rule cannot possibly be made as to how much pocket money a child should receive. That depends on what you can afford, the age of the child and whether he or she is spend-thrift, extra careful, and so on. But the chief point that should be made is that once the allotted sum has gone it is no use coming to you for more that week.

It is a good idea to give a child pocket money from about five years of age. Allow him to use it in any way he likes and raise the sum gradually each birthday. He should be told where his money goes.

One family of my acquaintance contains three children, ages 14, 10, and five years old. Until they were given pocket money they were always worrying for odd sixpences and shillings. Either it was for the pictures, sweets, a book, or something similar, but none of them saved a penny. Then their parents began to think. Being

fairly comfortable, they had never begrudged the children anything, but they realized that the elder ones, at any rate, were becoming selfish and irresponsible. Now the eldest girl gets half-a-crown a week, the next, one and sixpence, and sixpence for the tiny one. There are no conditions excepting that a quarter of the money in each case must be saved.

Now, not only do all three children make out a balance sheet, so much for the pictures, so much for sweets, and so forth, but the elder ones have the desire to earn. They do odd jobs for their father, such as sorting letters, clearing up the study, taking telephone messages. Little things they never thought about before. The bigger jobs are sometimes paid for by increased pocket money, but they are always done voluntarily.

By giving children money sense they can be relied upon to spend wisely on leaving school. In addition they will learn the place money should take in their thoughts. There is no one worse than the person who brings money into nearly all conversation. "How interesting your work must be. I hope they pay you well." Or, "What a lovely dress. That must have cost a fortune." What a bore such people are.

Worse still, perhaps, are people who judge others by the size of their purse. Try to teach your children to choose their friends for their true values, regardless of whether they are rich or poor. Encourage them to share possessions such as toys or sweets, but to think of money as a personal affair. A child who gets into the habit of sharing pocket money among his friends may easily grow up irresponsible and spendthrift.

Even if, through force of circumstances, your child needs to be extra careful over money matters, he can be nothing less than grateful for your training. A smart woman of my acquaintance always looks as if she spends pounds on clothes and is sometimes judged accordingly. "Miss C is so extravagant, we could all dress like her if we had the money," is a remark that is often heard. In reality Miss C has very little money and it is only by careful spending that she manages to look so smart.

Happiness Comes First

Money is essential to all of us, but happiness is more important than all we may have in the bank. Try to make your son understand, while he is still young, that a small amount well earned can seem three times as much so long as he is happy and keeps out of debt. Tell your daughter that a poor but careful husband may make

her far happier than a rich and spendthrift one.

For make no mistake, your children may reach the top of a chosen profession, but will be miserable indeed, if money is their only object in view. So encourage them to spend wisely, to save a little always, and then to let money slip into the back of their minds.

They're Your Friends

MEMBERS OF CONGRESS are friendly to credit unions, but credit union leaders stress the fact that congressmen and senators cannot serve the best interests of credit unions unless they know what those interests are.

It is important, therefore, that credit union people contact their congressman frequently, especially in person and while the legislators are at home, and let them know how credit unions are serving the people and how Congress can best help them to render that service.

At the present time, as we enter a very crucial period in our growth, it is essential that we do all we can to facilitate and safeguard credit union operations.

1948 Is the Year

Of particular concern at this time is the supervision of federal credit unions. The directors of the Credit Union National Association have carefully considered this question and have decided that it is urgently desirable that this supervision be transferred from the Federal Deposit Insurance Corporation to the Federal Security Agency. Cuna's Federal Supervision Committee has been working diligently to achieve this transfer. It is important, however, that all credit union leaders get in touch with the members of Congress from their districts before they return to Washington and advise them of the functions and operations of credit unions and urge them to interest themselves in any problems involving federal credit unions, but especially in this one.

National leaders emphasize that while relations with the Federal Deposit Insurance Corporation have been and still are most friendly and beneficial, the Corporation is becoming increasingly handicapped in its desire to serve Federal credit unions by the peculiar conditions under which it operates. We hope that during the 1948 session of Congress an act will be passed transferring the federal section to the Federal Security Agency. We urge credit union people throughout the United States to help bring this about.

Contact your congressman and your senator now.

Providing credit union bonding service: Front to back, Typist-Clerk Velma Thompson, Clerk-in-Charge Ann Esser, File Clerk Helen Kelbel; at far right Billing-Clerk Joanne Enders. Photos by Photo Copy Service, Madison.

AMONG the more astonishing of the achievements of the credit union movement is that made in the surety bond field. Through group action more than a million dollars, conservatively estimated, has been saved credit unions since they began to pool their buying power in this field.

The story is one of which we can all be proud, but more than that—much more—it reassures us when we look about at the great work still to be done. We can say “Now is the time to build” with more confidence as we view the building we have already done. True, we have only started, but . . .

In the early days each credit union bought its own bond through its local bonding agent. As long as this was so, very little, if any, credit union bonding history could be accumulated. Neither the Towner Rating Bureau (established to set rates for Bureau companies) nor the bonding companies had classified credit unions specifically. Many credit unions paid \$10 and more for a one-thousand-dollar fidelity bond, although credit union leaders were confident that credit union experience, if it could be determined by centrally maintained records, would justify lower rates.

The first steps toward pooling credit union buying power were taken prior to 1930, in the days of the Credit Union National Extension Bureau, the predecessor of the Credit Union National Association. The various state leagues were encouraged to buy the bonds for all credit unions in their respective states.

First Steps Bring Great Savings

These regional steps alone caused the reduction of fidelity bond costs to \$4 per thousand, throughout the nation—a total saving of many thousands of dollars. The cost of Faithful Performance bonds was then set at \$8 per thousand.

“We found, however,” wrote Thomas W. Doig, Cuna managing director, in an official review of credit union bonding history released in 1945, “that even by combining all the business of a given state we still did not obtain sufficiently broad spread to materially influence the companies writing these bonds or the decisions of the Towner Rating Bureau.

“We therefore requested all state leagues and all credit unions to consolidate the purchase of this business through the Credit Union National



Cuna's bonding program

has saved credit unions more than a million dollars

Association and made arrangements with the Seaboard Surety Company (a non-Bureau company) to write honesty bonds in most states at \$3 per year per thousand instead of \$4 and faithful performance bonds in most states at \$4 per year per thousand instead of \$8. Thus, through the use of a non-Bureau company, we reduced the cost of faithful performance bonds 50 percent and the cost of honesty bonds 25 percent.

“When it was found by the bonding companies and the Towner Rating Bureau that the state leagues and credit unions were supporting this move and that we controlled a large volume of business, the Towner Rating Bureau reduced their rates to meet the rates we were obtaining through a non-Bureau company. Because of united action we were able not only to make these substantial savings for our members but eventually to persuade the Bureau to accept these as standard rates for Bureau companies.

“The Seaboard Surety Company could only write in 27 states and therefore we discontinued service through this company in all states except Wisconsin and began placing our business through the Fidelity and Deposit Company of Maryland, a Bureau

company, now able because of our previous move to give us the reduced price. In Wisconsin we continued to do business with the Seaboard Surety Company.

Excess Coverage Provided

“In 1940 we made arrangements through the Lloyds of London to write excess coverage bonds in all parts of the United States except Wisconsin. In Wisconsin the Seaboard Surety Company agreed to carry this excess coverage in addition to the primary coverage. We were advised that no Bureau company in the United States would carry both the primary coverage and the excess coverage.

“Although the service we received from Lloyds of London on excess coverage was good, we had many complaints from various supervising agencies and from some credit unions because the Lloyds of London was not properly qualified to write this business in any except one or two states. The credit unions and the supervising agencies expressed a desire to do business with a company which was qualified in their home state. This created an unsatisfactory situation which we were advised could not be remedied because no Bureau company would write both the primary coverage and the excess coverage. We therefore

continued writing through the Fidelity and Deposit Company and the Lloyds of London for all states except Wisconsin and continued writing the Wisconsin business through the Seaboard Surety Company until 1943.

"In 1943 the Seaboard Surety Company found its losses, including excess losses, were exorbitant and expressed its desire to discontinue writing the Wisconsin business. Therefore, we made arrangements to include Wisconsin under our agreements with the Fidelity and Deposit Company and the Lloyds of London. In another state a Bureau company combining with Lloyds made arrangements to carry both primary and excess coverage. Both companies found that there was not sufficient spread in one state and discontinued the excess coverage in that state. Seemingly there is not sufficient spread of coverage in one state to make it possible to carry excess coverage. Incidentally, the Lloyds of London at one time cancelled their entire program with the Credit Union National Association because of excessive losses.

Blanket Coverage Provided

"Several years ago I conferred in Baltimore with the Fidelity and Deposit Company with regard to the possibility of giving more comprehensive blanket coverage to smaller credit unions through adoption of a lower minimum premium on blanket bonds. This beneficial change was held in abeyance for several years and finally became a reality in 1945. It became a reality because the Credit Union National Association was placing millions of dollars of bond coverage.

Program Better Integrated

"Recently in order to meet the demands of credit unions and supervising agencies for excess coverage written by companies properly qualified to do business in all states and provinces, the Executive Committee of the Credit Union National Association gave our former carriers an opportunity to retain this bond business by making these beneficial changes and we were told that under their system these changes were impossible. After much study the Executive Committee decided to place our bond business with the Kemper Insurance Organization of Chicago, which, through its affiliates, can qualify to write both primary and excess bonds in all states and provinces. This change will save the credit union movement some \$8,000 a year and will make it possible to write both primary and excess bonds with home instead of foreign companies, and with companies properly qualified in all states and provinces. This is a beneficial move and

may again lead the way to persuading Bureau companies to accept the excess as well as the primary bond, just as we previously persuaded them to reduce their rate through the use of a non-Bureau company.

"The Kemper Insurance Organization, we are informed, has been in the bond business continuously since 1924. After study we believe the company to be sound just as the Seaboard Surety, a non-Bureau company, proved to be sound. Our contracts through the Kemper Insurance Organization are practically identical to the contracts with the Fidelity and Deposit Company and the Lloyds of London."

Recent History Supports Prediction

Cuna's bonding experience in the nearly two years since Mr. Doig wrote this review have served to support his prediction.

Over 70 percent of those carrying their bonds through Cuna before the latest change in carriers have already gone along with Cuna. This number is still increasing, since many credit unions had bought bonds for three-year terms and they may not make the transfer until the expiration date of their bonds.

Leaders Regrettably Admit

Leaders regrettably admit, however, that they are concerned over the fact that at present only 3,971 credit unions use the bond service of the Cuna Insurance Research Division. While this is a substantial number (it is estimated that control of as little as 15 percent of a business can set the prices charged) and while all credit unions benefit from the savings so far won by this united action, still there is good reason to be sure that a greater num-

ber could hope to make even greater savings. Certainly the more who add their weight to the program, the more surely the gains made will be protected and continued.

Individual Benefits

Individual credit unions also often have special reason to be glad that they participated in the program. In recent months C. G. Hyland, Cuna comptroller who is managing Cuna's bonding program, has saved several credit unions substantial amounts in premium fees. As the anniversary date of their bonds approached he and his staff had reviewed their bond programs. In some cases he was able to recommend better coverage at no increase in cost. In other cases the coverage was actually improved at a decrease in cost.

Subject to Same Weaknesses, But

Since the sole purpose of the Credit Union National Association is to service credit unions, it has every incentive to see that maximum protection is provided at minimum cost. In other words it is the agent of the credit unions, with the same interests as the credit unions, plus the combined buying power of the organized movement and much accumulated experience.

"As we move further into the post-war period," stresses Mr. Hyland, "we will face increasing problems and greater opposing pressures, pressures not only against additional gains but also against the gains already made. In the bonding field it is predicted, and experience already indicates, that there will be an increase in the number and amount of losses. There are two probable reasons for this. First the letdown in morale and self-discipline that seems to follow all wars. Second the loss in buying power that accompanies sharp shifts in cost-of-living—if the shifts are inflationary, then the average worker, especially the white-collar worker, can buy little for his money; if the shifts are deflationary, then the worker has little money to spend. In either case, the temptation increases to manipulate money illegally where possible.

"While we realize that credit union people are subject to the same weaknesses that beset other people, we still feel that our record will earn for us low rates. Certainly in times of uncertainty and readjustment it is particularly important that groups hold together and support each other. The credit union movement has demonstrated many times the advantage of working together, but I am confident that in the immediate future, in its bonding program as in all of its enterprises, it will make the greatest demonstration."



Comptroller C. G. Hyland and Ann Esser ponder answer to bonding question.



The fame of the Sterling Community Federal Credit Union, in Colorado, has spread far. Recently a new credit union treasurer in Nova Scotia wrote the credit union to find out the secret of its success. From the response of President Austin (see cut above) to that letter has been drawn this article, full of practical suggestions.



Success Has No Secrets

by H. Vance Austin

WHILE I don't believe we have any secrets of success of any kind, we are very glad to pass on any information about what has worked for us.

First of all, we acknowledge that we have copied very freely from every other credit union in the country. I think, and if we are using any ideas here that are of any benefit to any one else, we are very happy to have others make use of them—but they are not primarily our ideas.

We have made a great deal of use of the Idea Exchange in the *BRIDGE*, and of use of *BRIDGE* articles in general. We have also freely made use of ideas of credit unions around us—for instance our latest annual report form was copied very freely from that of the C B & Q Railroad Employees Credit Union at Alliance, Nebraska.

Our growth in membership and growth in business here has undoubtedly been due to a number of factors, one of the largest of which has been that of luck. A great many things have just "happened." For one thing the years in which we have been growing have been good years for credit union growth.

Largest Single Factor

However, the largest single factor in any success that we have had here, has been our treasurer and his wife—Mr. and Mrs. R. E. Groce. Mr. Groce has been the treasurer of this credit union almost since its beginning, and

Mrs. Groce has been a very loyal and competent office worker and general top-notch assistant in the credit union since the first days of the credit union. Their efforts and work and devotion to the credit union have been invaluable to it.

As to any techniques we use here that might be usable in other credit unions, we would first of all mention advertising. We use all the possible local avenues of advertising. We advertise rather freely in both local papers—a daily and a weekly. We run ads as to the credit union itself and the fact that we loan money, and also ads as to our insurance department. We also use advertising over the local radio station. As to the advertising material, we use a good many Cuna mats; we also make up a good bit of our own advertising material—and we also very freely copy any other good looking credit union ads that we see from any source.

We use direct mail a great deal, and I personally feel that it is one of the most helpful bits of advertising that we do use. We did put out a regular monthly bulletin before the war, which we put out jointly with the local co-op. Since the war we have not been able to get our committees organized to put that bulletin out regularly, but we are in the process now of setting up that organization again, and hope to have a regular monthly bulletin going out to our own membership and that of the co-op in the very near future. In that bulletin,

which we mimeograph, we try to put in quite a bit of local credit union and co-op information. We also try to make it interesting with a few pictures or line illustrations, or anything that we can find to make it more attractive.

We also have used the policy of trying to get one commercially printed filler to put in each bulletin—that is a reprint leaflet from Cuna, or from some co-op educational source. In connection with the bulletin I might say that we have our own mimeograph, and this last year we had our own addressograph. We believe them to be very, very good investments, for we use them a great deal, and feel that that sort of contact with our membership is well worth the cost.

Direct Mail Advertising

We do quite a bit of direct mail advertising to prospects, too. A good part of it stresses primarily the possibility of getting a low cost loan through the credit union. In other words, we do a good bit of our advertising to non-members on the basic point that the credit union is a good place to borrow. We realize that that is not credit union education, but we definitely feel that it is worth while. It is true that a great number of our members are in the credit union only because it is a good place to invest, or a good place to borrow. We have brought this condition upon ourselves somewhat knowingly, because we feel that there is a better chance to educate them after they are in, than if we try to give them the education

H. Vance Austin is president of the Sterling Federal Credit Union, Sterling, Colorado.

On opposite page Treasurer R. E. Groce is serving member Nina Bloom.

On this page Mr. Groce and Assistant Treasurer Gladys B. Groce, his wife, share spotlight with window of credit union office. The cut below shows full-page ad which was inserted in the local paper on July 21.

before they come in and make use of the credit union. When they are members it is easier to tell them repeatedly, as one must, what we want to tell them about the credit union.

We have a number of sources of mailing lists for direct mail. One that we find very useful, is that of the mortgagors who have borrowed elsewhere. We have credit reports put out by an organization here keeping us up to date on just who has borrowed money, giving their names and addresses and what properties they have mortgaged. We then, after a period of several months, send a letter to that person, calling attention to our loan rates and advantages of borrowing from us. We also send out specially prepared literature to various groups, such as teachers and so forth, where we can get a good mailing list.

We use throw handbills occasionally on the street, placing them on doorsteps or on automobiles. As a matter of fact, whenever any member of our credit union group has a new suggestion, we nearly always try it. No matter how much some of us might feel that that particular method is of no value, we have always been amazed to find that nearly every new method has worked in some particular manner, or has brought some new person or persons into the credit union for more information.

The Best Publicity

Of course, the very best publicity that we have had is that of one member telling his friends or neighbors about the credit union, and that is one of our very large means of growth.

I might just say a word about our insurance department. We handle fire insurance, automobile insurance, and hospitalization insurance, which we call Blue Cross. The rates on all of those insurances are very good, and while they are not cooperative companies, except as to one Farmers Union Fire Insurance Company, they are all good buys for the consumer. We have had a number of persons come into the credit union to obtain insurance of some kind, and then remain with us to be very good credit union members. Incidentally, our insurance department is now netting us in the neighborhood of \$200 a month—which more than pays the salary of one of our full time employees.

For the first few years of our existence we had a small office in the



Mailed July 21, 1947 — The Sterling Advocate — Page 8

CHARTERED
JULY 21, 1938

On Our 9th Birthday

\$1,000,000.00

THAT'S ONE MILLION DOLLARS, SON!

U. S. GOVERNMENT
SUPERVISION

In the 9 years since its organization, the **STERLING COMMUNITY FEDERAL CREDIT UNION** has loaned to its members more than One Million Dollars!

9th
ANNIVERSARY

More than \$200,000.00 in members' savings has made this community service possible.

1,325 persons own and control this Credit Union.

Dividends paid yearly—the members determine the amount.

1947:
\$200,000.00

SAVINGS — LOANS — INSURANCE — BLUE CROSS

Credit Union membership and benefits are open to everyone in the Sterling area.

Your Credit Union Loans Money For Every Purpose or Productive Purpose

Here are some of the purposes for which loans were made during the last year. There were many others:

To Pay Taxes	To Pay Insurance
To Pay Hospital Bills	To Pay on Automobile
To Buy on Installment	To Buy Farm Equipment
To Start Children	To Buy
To College	To Buy Farm Machinery
To Consolidate Debt	To Make Down Payment on Home
To Make Business	To Buy Fuel
To Buy Home	To Take a Vacation
To Get a Business	

Your Credit Union will continue to loan money for purposes such as above. Whenever you need funds for any purpose, try the Credit Union first.

OFFICERS:

CREDIT COMMITTEE	BOARD OF DIRECTORS
John Smith, Chairman	H. A. Schmitt, President
E. M. Brown	John E. Smith, Vice President
SUPERVISORY COMMITTEE	Don B. Smith
John E. Smith, Chairman	Walter Smith
Charles C. Smith	Ed Smith
George E. Smith	John E. Smith
Walter E. Smith	Don B. Smith
Charles W. Smith	Walter E. Smith
Carl W. Smith	Don B. Smith

The officers listed above give their names to the Credit Union for their term of office.

MANAGING OFFICER	SECRETARY
John E. Smith	Walter E. Smith
Charles C. Smith	Don B. Smith
George E. Smith	John E. Smith
Walter E. Smith	Don B. Smith
Charles W. Smith	Walter E. Smith
Carl W. Smith	Don B. Smith

Compare and Save!

\$100 — 10 Monthly Payments — \$5.50 Interest

We Have Made Loans From \$2.50 to \$14,000.00

\$25 repaid in 10 monthly payments costs you . . . \$0.50

\$50 repaid in 10 monthly payments costs you . . . \$0.75

\$100 repaid in 10 monthly payments costs you . . . \$1.50

\$1,000 repaid in 10 monthly payments costs you \$10.00

Interest is figured at a rate of 1% per month on the unpaid balance only. The longer you pay, the more you pay.

Even member's life is insured for the amount of his loan up to \$1,000.00 without cost.

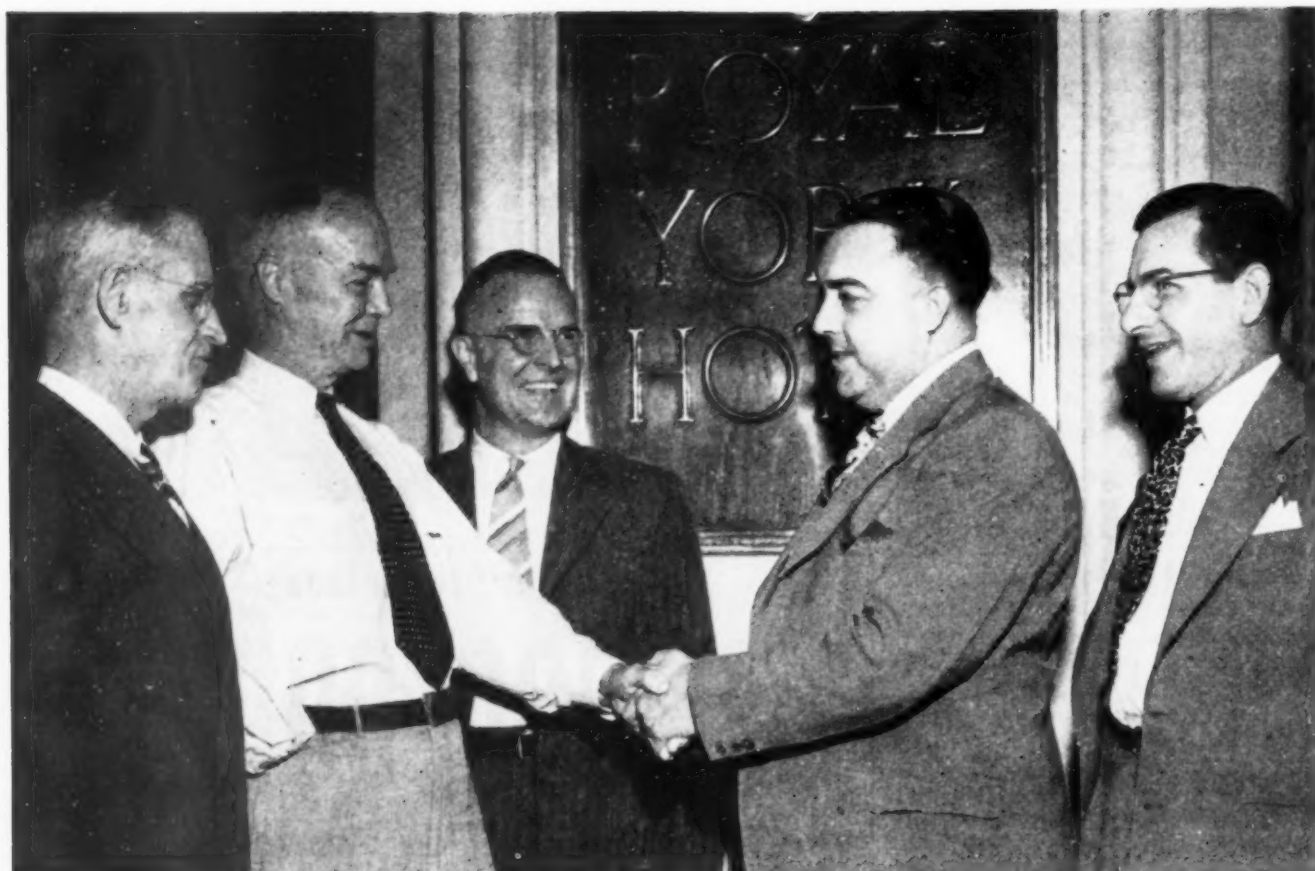
Sterling Community Federal Credit Union

107 South Third Street, Sterling, Colorado
 Not For Charity Not For Profit—But For SERVICE!
 Phone 787

Co-op Oil Station. Then we had a fire there. While it did us no damage, it made the room unusable, and we were forced to look for a new location. We moved down on Main Street rather reluctantly. However since that time we have moved into one of the best buildings in town, which is a top-notch business location, and a very nice looking office. Our overhead is, of course, somewhat larger than it used to be in the little room in the co-op, but we have found that it has definitely paid to be on Main Street in a nice looking office.

We do not have an expensive office, but we do keep it neat and clean, and

(Continued on page 17)



Cuna Makes More International History

TWO FIELD MEN will be added to the staff of the Cuna Mutual Insurance Society to help the society render increased service to credit unions and credit union members.

❖ A Canadian depot will be set up at Hamilton, Ontario, by Cuna Supply Cooperative.

❖ The management of Cuna Mutual will, with professional assistance, study the field of hospitalization and health and accident insurance in order to report to the board of directors how the company might best offer this insurance to credit union people.

These were perhaps the most important formal actions taken last month at the Toronto, Ontario, meetings—the first in Canada—of Cuna and its affiliates (the executive committee of Cuna, the board of directors of Cuna Mutual, and the administrative committee of Cuna Supply).

International Fellowship

But equally important was the demonstration of the fellowship that exists between the members of the credit union movement on the two sides of the border. A part of this demonstration was the receptions and the banquet given the visitors, but an

even greater part was the ever-present friendliness and helpfulness that was shown throughout the meetings. The comfort and happiness of the visitors was thoroughly and graciously provided for, without ado—and the visitors were appreciative and impressed guests.

Included in the social events were: a banquet sponsored by the Toronto Chapter of Credit Unions; receptions by the Hamilton Municipal Employees Credit Union and by the Toronto Municipal Employees Credit Union; and for the visiting women two special events: a coach trip to points of scenic interest and a tea at the Royal Canadian Yacht Club sponsored by ladies of the Toronto Chapter.

Features of the banquet were: a concert by Dr. Ronan's Boys Choir; introductory remarks by Chapter President Mel Shannon, by Ontario League President Cy Watson, and by Cuna Vice President A. C. Savage; the principal address by Cuna Managing Director Thomas W. Doig; the presentation of Founders Club pins to local credit union organizers; and the presentation of a brief case to John Suominen, of Fitchburg, Massachusetts, in recognition of 33 years of outstanding credit union service.

Cuna President Gurden P. Farr presented the Founders Club pins to Frank Rinneard, Patrick J. Mulrooney, Berta Savage (the first Ontario woman to receive the award), and Charles Rycroft. Karl Little, Cuna Supply president, presented the brief case to Mr. Suominen. Cy Watson was toastmaster.

The directors of the Ontario Credit Union League met before and after the Cuna meetings, which they attended and which they helped make successful. Individuals largely responsible for detail arrangements were Mr. Shannon, Mr. Rinneard, W. G. Percy, Robert Ellis, Joseph O'Meara, John McDermott, and the ladies committee: Mrs. Savage, Mrs. George Scott, Mrs. John Reid, Mrs. John Hallinan, Mrs. Arthur Briggs and Jean Melville.

The Decision Makers

Two of the official groups at this meeting are shown on the opposite page. This was the first meeting of this Cuna Supply administrative committee and one member of the Cuna Mutual board was not present at its May meeting. The official portrait of the Cuna executive committee was taken at the May meeting and was

About the Pictures

On cover—Cy Watson, president of Ontario league, congratulates Berta Savage, first Ontario woman member of Founders Club.

On opposite page—Thomas W. Doig, Cuna managing director; A. C. Savage, Cuna vice president from Canadian District; Gordon Smith, manager of Cuna's Canadian office; Gurden P. Farr, Cuna president; and Charles F. Eikel, Jr., Cuna assistant managing director. Mr. Savage and Mr. Smith are welcoming the others to Canada.

On left, below—Cuna Mutual directors: In front, Treasurer Harry C. Lash, Secretary Gurden P. Farr, President Joseph S. DeRamus, Vice President W. W. Pratt, and Assistant Managing Director Charles F. Eikel, Jr. In back, William Reid, Edward L. Shanney, Harold Moses, Moses C. Davis, Thos. W. Molloy, and John L. Moore.

On right, below—Cuna Supply administrative committee. Secretary M. A. Pottiger, John Suominen, and President Karl S. Little.—Photos by Howard Anderson, Canada Pictures (Toronto).

reproduced in the June BRIDGE, page 6. The members of that committee are Gurden P. Farr, president; Leonard R. Nixon, first vice president; W. P. Mallard, treasurer; W. A. Dunkin, secretary; and vice presidents John Eidam, Harold Moses, A. C. Savage, Arbie M. Dale, Marion Gregory, and G. D. Parlett.

Here are the principal actions, in brief, taken by the three groups.

Cuna Executive Committee

The Cuna executive committee:

1. Voted to accept New Brunswick as a member. This brings the number of member leagues to 56.
2. Instructed management to lay plans for celebrating in 1948 the 100th anniversary of the organization of the first credit union.
3. Authorized the award of a Founders Club pin when the managing director or other principal officer of a credit union league certifies that an individual has organized a credit union. Previously it was necessary for the individual himself to apply in writing for the award, and some individuals were too modest to do this, and many did it reluctantly.

4. Instructed the legal and legislative committee to prepare a recommendation for action in regard to the fact that the present maximum set for membership on the Cuna board of directors is 125 while under the present rules member leagues will probably qualify for more than that number before the 1948 Cuna meetings (each member league names from one to five directors, depending upon the size of the membership of its member credit unions, for which it pays dues).

5. Instructed building committee to press forward in planning the erection of Filene House, the permanent quarters of Cuna.

6. Instructed management committee to give special attention to a comprehensive and continuing plan for the extension of the credit union service, with particular attention to be given to enlisting the interest of educational agencies.

7. Instructed the management committee to explore the possibility of establishing a national credit union collection agency.

8. Authorized special BRIDGE committee to spend up to \$325 in conducting the contest to obtain suggestions for a new name for BRIDGE.

9. Instructed Auto Insurance Fact Finding Committee to study the possibility of Cuna operating its own automobile insurance company.

Cuna Mutual

The Cuna Mutual board of directors:

1. Authorized management to employ two field representatives to work in the field and appropriated \$18,000 to pay their salaries and travel expenses.
2. Authorized changes in Canadian contracts which will provide (a) that claims under those contracts may without question be paid in Canadian dollars and (b) that the society agrees to accept suit in any province in Canada. Canadian claims are now, in fact, being paid in Canadian funds.

3. Named Herbert Zimmerman agent for California.

4. Referred to actuary the matter of increasing maximum Life Savings insurance coverage from \$1,000 to \$2,000. This increase was requested by policyholders at their 1947 meeting.

5. Authorized management to spend up to \$5,000 to make the initial legal and actuarial studies needed for the establishment of a hospitalization and health and accident insurance program as requested by the policyholders at their annual meeting.

6. Adopted new Ordinary Life premium rates in accordance with recommendation of actuary. These rates provide substantial savings for the lower age groups and provide other increases in benefits. This is another step in the continuing program of the directors to furnish credit union people the best insurance program possible, with due regard to sound actuarial principles and studies.

7. Instructed management to take necessary steps to make coverage under Life Savings insurance effective immediately at the time share deposit is made. At present coverage is not effective till the first of the month following deposit, although coverage under Loan Protection insurance is effective at the time the loan is made.

8. Voted to waive interest on premium payments when a policy is reinstated, within a period of 120 days including the grace period.

9. Voted to set the interest rate on mortgage loans made by Cuna Mutual at 4 percent, and that the company absorb the cost of making a loan up to \$75, but not including any cost of Title insurance, title fees, or Property Hazard insurance, commonly called Fire insurance.

10. Authorized an increase in the current year's budget from \$166,300 to \$191,600.

11. Instructed the legal and legis-

(Continued on page 16)



September, 1947





iDEA eXCHANGE

Here are some ideas credit unions have already used successfully plus some BRIDGE suggestions which you may want to try out as-is or adapted to meet your particular needs.

As a matter of fact, credit unions and credit union organizations affiliated with Cuna may lift any BRIDGE items freely for their publications and releases. All others should observe the copyright and obtain written permission from BRIDGE before reprinting material. Suitable credit should, of course, be given in the case of signed articles and illustrations. BRIDGE need not, however, be mentioned as the source of the material, although where it seems suitable to do so, this will be appreciated.

Suggestions for Use

We hope credit union officials will find these suggestions helpful in preparing informational materials about the services their credit union offers their members. These may be used—either without change or adapted to special uses—in payroll inserts, circulars, blotters, posters, bulletins, advertisements, company house organs, or other appropriate mediums at hand.

The illustrations may be traced on mimeograph stencils, reproduced directly by a photo-offset process, or made into linecuts for the standard letterpress printing.

Each release should, of course, also contain full directions as to when and where credit union service may be obtained. The name of the credit union, its location, its business hours, and any other helpful information should be given.

Please

BRIDGE would greatly appreciate receiving copies of any and all publications credit unions issue, so that it may know what credit union people are finding most effective, and so that it may pass on to others good new ideas developed.

Mats Available

Mats, from which cuts for reproduction may be economically made, are available for Idea Exchange features when so indicated beneath the feature. These cost 30 cents each. Orders should be sent, and checks made payable, to BRIDGE, Madison 1, Wisconsin.



Everybody but me—
is cheering over our credit union's
handy, friendly thrift and loan service.

(Mats available; see column 1.)

—i.e.—

Postal Credit Union Takes To Air

In step with the times the credit union has indeed taken to the Air! A group of enterprising members headed by Bill Haines and Gene Austin have organized the Post Office Flying Club with a definite and practical plan including the purchase of a plane and financing individual memberships through the credit union. They have a substantial sum on deposit and are shopping around for more members. This is an exceptionally good opportunity for former service men who can secure flying lessons under the G.I. Bill of Rights.—O. C. POSTAL FEDERAL CREDIT UNION NEWS, Oklahoma City, Oklahoma.

—i.e.—

Only Days

Only days until Christmas. A nest egg in the credit union has made it possible for several members to enjoy mosquitoes in far away places. There won't be mosquitoes in December, but there'll be some shoppin' to do. It's not too late to add a little extra every two weeks to your savings, and it'll come in mighty handy. Some people like to call this "budgeting," the definition of which is "A premeditated means of worrying before spending instead of after."

Remember—that any dividends declared are on fully paid shares of \$5 and for full months. To earn divi-

dends, a share must be in the credit union at the end of the period for which the dividend is declared.

LOSING NO TIME getting important things done, Jerry Voorhis has joined our credit union. You don't have to be an ex-congressman to get things done or to join the credit union. How about it, Pals, those of you whose faces are becoming awfully familiar, but somehow or other you haven't joined up? Over a hundred of your everyday associates and their families can't all be wrong.—ROCHDALE CREDIT UNION NEWS, Chicago, Illinois.

—i.e.—

A True But Sad Story

A member of the ESEO bought a new car. The asking price was \$1,270. This ESEO member hadn't learned his thrift lesson about how the credit union can save him money when he needs to borrow; so he paid \$700 down and financed the rest through the car dealer's finance company, agreeing to make 15 (easy?) payments of \$50.20 each.

Now let's see how that works out. The original price was \$1,270 and the down payment was \$700; so that left \$570 to finance. So far that's all right; but, when we multiply the monthly payments of \$50.20 by 15, the number of months, we get \$753. That's a difference of \$183.60, if I can figure it correctly.

This credit union member woke up to late. The papers were already signed, sealed, and delivered; and he was driving the car before he came in to see what it would cost him if he had borrowed the money from the credit union. The cost would not have been \$183; but, on the very same 15 months plan, only \$45.60—a savings of \$137.40!

Ten days after the deal went through, this credit union member tried to pay off the total, and the finance company (generously?) offered to knock \$30 off the total. An education is a fine thing, but \$137.40 seems to me a little expensive for one lesson in thrift.

Why not see your credit union first—

A TRUE BUT NOT SO SAD STORY

Another member of the ESEO bought a vacuum cleaner. The asking

price was \$87.50. This credit union member wanted to pay \$56 down and the balance of \$31.50 in thirty days. The dealer was willing to accept the \$56 down all right, but he wanted \$36 more in thirty days, or \$4.50 for carrying the balance one month. The cost to borrow \$31.50 from the ESEO for one month is 31c.

This credit union member was wise. He saw the credit union first and saved the difference.

An ounce of prevention is worth a pound of cure. Or, see your credit union first.—ESEO REMINDER, E.S.E.O. Federal Credit Union, Oklahoma City, Oklahoma.

—i.e.—

On the Stork's Trail

A few months ago we reported the race between the stork and George Bailey, treasurer of the credit union, which resulted in George signing up George William Holmes as Yosemite Credit Union's youngest member on December 30, 1946. For all of these past two-and-a-half months George William has beamed with pride over being the youngest member of a large progressive organization, but now all that has passed.

On March 14 George Bailey again rushed to the hospital and reportedly handed his book to Julia Dawn Johnson, two hours and forty minutes old, who signed her name with a flourish and in a loud voice, which sent Dr. Avery and the nurses scurrying to shelter, demanded "When do I get my first dividend?"—YOSEMITE SENTINEL, Yosemite National Park, California.

—i.e.—

"But What Shall We Use for Money?"

That is a question nearly all of us ask at one time or another when we need ready cash to take advantage of an opportunity or to meet an emergency.

When you are faced with this question, why not come to your credit union for the answer? We make loans to individuals for practically every purpose and in nine cases out of ten can solve the problem quickly and economically.

For example, there are loans to pay accumulated bills, medical and dental expenses, taxes, insurance premiums; to take a vacation, send your son or daughter to college, improve your home, or do any one of a hundred other useful things. In fact, whatever your need may be, you'll very likely find a credit union loan to fit it.

Your credit union welcomes every opportunity to make a loan, so when-

ever you have a money problem, no matter what kind it may be, come right in and talk it over with us.—CREDIT UNION NEWS, East Bay Telephone Employees Federal Credit Union, Oakland, California.

—i.e.—

Progress and Service Report

POSTAL AND RAILWAY MAIL EMPLOYEES, HUNTINGTON, WEST VIRGINIA.

Your credit union is growing and we hope to serve you better as time goes on.

We offer you a convenient place where you can deposit your savings.

We offer you loans at the lowest rate you can get in Huntington.

We will finance your purchases at lower cost than "CARRYING CHARGES."

Your savings up to \$1000 are insured, so that in case of your death your beneficiary will receive from 25 to 100 per cent more than you have deposited.

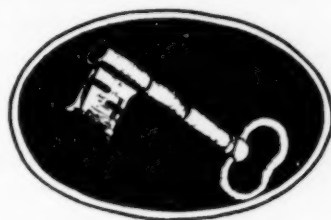
Loans are insured, so that in case of your death or permanent disability your loan is paid.

You will note that the membership has increased their savings \$15,000 since this time last year.

Our membership has increased from 174 on June 30, 1946 to 204 at this date.

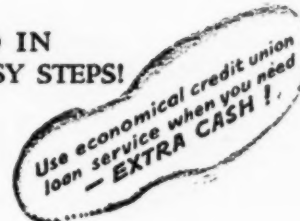
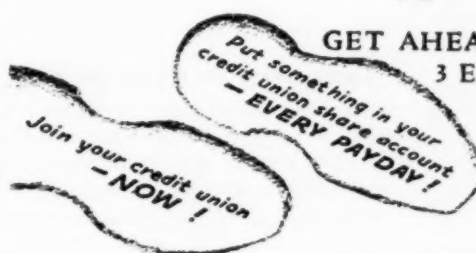
We give you below statements of our condition for the past four years: (here follow comparative balance sheets for the years ending June 30, 1944, 1945, 1946, and 1947).—Very truly yours, Huntington Postal Credit Union, F. M. Boon, Treasurer.

THE KEY TO SUCCESS IS TO JOIN US



FOLLOW THESE TO

GET AHEAD IN 3 EASY STEPS!



— SEE US —

We'll Save You



AND YOU'LL FEEL LIKE THIS

**PHOENIX
CREDIT
UNION**



**BLDG. 6
FLOOR 1**

11:00 A. M. to 4:30 P. M.

Phoenix Credit Union, Milwaukee, Wisconsin, makes good use of Bridge clippings.



Sure Thing

It's a safe bet that money spent for education is a good investment—in future earnings and future happiness. Where's the money coming from? Why, from your credit union's handy, friendly thrift and loan service.

(Mats available; see page 10.)

—i.e.—

Confidence

Confidence is the opposite of fear and indecision.

It is trust between people that furthers the affairs of the community.

It is trust and faith between people that makes possible all business.

It is faith in one another that promises will be carried out and that obligations will be honored.

It is belief in ourselves and in others.

It is reliance on oneself, suggesting cool and unafraid behavior.

Confidence gives bravery to the voice, a certain set to the head and assurance to the appearance. It gives poise, which is a tremendous lift in lightening our steps toward the goal we have set for ourselves.

The measure of personal independence we achieve depends so much upon confidence. How can we, who are beset on all sides by debt and broken promises, by sickness and injury and death, by unfortunate family circumstances, by the fear of what the unknown future holds, attain the psychology of confidence while in such a morass of doubt and indecision? What can we do to better our circumstances?

The purpose of the credit union is to provide provident and constructive assistance. It offers an opportunity to save, and in turn the credit union loans the savings to members in need of assistance. No man is ever frightened into peace of mind, but the creative good will of the credit union will help you to arrange your affairs so that a return of confidence is a natural result.

Let the credit union help to put

your house in order. We recognize the human shortcomings and uncertainty of mind of our members in trouble. Given time, each of us can solve his problem. It is easier with the help of the credit union. With a redeeming rebirth of hope we can banish insecurity through a progressive plan of action backed by a credit union loan and the sincere advice of competent fellow workers.

The little efforts, the immaturity of young folks needs only to be directed into the right path. The way of the credit union is that of service and helpfulness. We have the realization that the way youth behaves is not just private business. It is also tied in with a mature group and with the job. Of course we are prejudiced in favor of the right to choose our life and our way of doing things, but when we voluntarily surrender some of the impatience of youth and grasp the constructive logic of the credit union as applied to our personal affairs, the result is confidence instead of fear.

So put your pride in your pocket, make your decision in the confidence that you are taking the right step and see the credit committee, or any of its members, right away. You will find in an easy confidential discussion that you will, in most cases, arrive at a program that is helpful and constructive. Take that step now!—THE ENKA VOICE, Enka, North Carolina.

—i.e.—

Loans Must Be Good For Both

A sincere belief that "the loan must be good for the borrower as well as the bank" is a good philosophy for credit unions as well as banks.

Many of our members approach us

for a loan in about the same frame of mind that they go to the dentist—it's going to hurt but must be done. This approach is the result of methods used by many banks and other lending institutions in analyzing a loan application. The attitude is too often "the loan is bad until proven good" instead of, "let's see if we can make this a good loan for us and the customer."

Your credit union is always glad to make a loan that will be a good loan for its members.—CREDIT UNION NEWS, Tropical Telco Federal Credit Union, Miami, Florida.

—i.e.—

Service Plus

DEAR CREDIT UNION MEMBER:

Now more than ever before, our country's economic system needs a helping hand. We are indeed proud of our democratic system and must lend a hand in keeping it that way. Consumer buying power is needed to keep production rolling off the lines and to bolster the consumer buying power, we need consumer credit available at reasonable rates. Through the combined efforts of credit union leaders, there has been made available through credit unions just such a co-operative thrift and consumer credit program. However, if we are going to reap the maximum benefits from our credit union movement, we must be aware of the good it does for our fellow countrymen, both collectively and individually and then apply ourselves wholeheartedly to the undertaking.

Recently at a special meeting of your board of directors, a 2 percent annual cash dividend was declared, to be credited to your account as of June 30, 1947 to cover operations for the

"Good Credit" Card

St. Anne's Federal Credit Union

Issued to Pete Smith

in recognition of the prompt and honorable manner in which obligations at this Credit Union have been met.

Wm. J. Lyons Treasurer

Date June 2, 1947 (over)

SIGNATURE LOANS
As a general rule, the Credit Committee will approve loan applications from members to the amount of \$500 above shares without endorser or collateral of any sort.

CO-MAKER LOANS
Loans in excess of \$500 above the member's share holdings require one or more co-makers, or collateral, depending on the size of the loan.

CAR LOANS AND DURABLE GOODS LOANS
Loans made on the security of your car, furniture, or other durable goods, like radio, refrigerator, washing machine, etc.

LOAN AND TIME LIMITS
Maximum amount loaned under present Board of Directors' rulings is \$10,000.
Maximum time repayment limit is 15, 18, and 24 months under present government regulations.





LOWEST INTEREST RATES
Our rate is less than 8% for each \$100 borrowed.

ALL LOANS INSURED
Every loan is insured against the death of the borrower. This means that when a member dies, his outstanding loan is automatically wiped off and his share savings account belongs to his estate.
There is no charge to borrowers for this service.

Another good will builder developed by Fall River, Massachusetts, credit union.

La-deez an-nd
Gen-tul-men!
Hurr-ee! Hurr-ee!

Hurr-ee! Pu-leeze!
Right this
way for the
big act! No Jug-
gling! No mir-
rors! No sleight-of-
hand! Just
watch PTCU slide
this fellow
right out
under this
financial

Full-page ad in Philadelphia (Pennsylvania) Teachers Credit Union News

first six months of 1947. In addition to this cash dividend, your credit union has carried Life Savings Insurance and Loan Protection Insurance. Both of these insurance plans tend to make better and safer credit unions. Not only does Loan Protection Insurance secure the dependents of a borrower against liability in case of death of the borrower but there are numerous unpaid loan balances paid every day that perhaps would be uncollectible due to the hardship inflicted on a borrower's dependents because of death. Life Savings Insurance, as you know, covers the shareholder, in case of death in an amount equal to his shareholdings up to a maximum of

\$1,000, depending upon the age of the shareholder at time of deposit. This insurance not only benefits the shareholder in that it is additional life insurance but also tends to make sounder and more stable credit union shareholder members.

Also at this special board meeting it was voted to add to the Guaranty Fund a sufficient amount to bring the total of the fund to equal more than 5 percent of the total assets. This actual cash reserve against losses is in addition to the old standby, character of man, upon which credit unions have been operating successfully for over a century.

In recent months your credit union added an additional service in the handling of automobile insurance for its members. The insurance is written by the Employers Mutual Casualty Company and we boast reasonable rates and quick service. You have only to call your treasurer for details.

Your credit union has now reached the \$100,000 mark and new membership applications are being accepted at each monthly board meeting. We are looking forward to the latter half of 1947, as a period of steady growth and increased services. This credit union is your "baby," let's make it grow. Give us criticisms of existing services and suggestions for new ones. —Vaughn E. Liscum, president, Cuna Credit Union, Madison.

—i.e.—

Credit Union Ideal

Many times a vacationer may need just a little extra to tide him over on his trip or may need money to make his trip a little longer. A visit to the credit union will help him out. There are many other purposes for which a



Remember?

Prepare for this winter, now. If you need extra cash, it will pay you to obtain a credit union loan—handy, friendly, confidential, economical.

(Mats available; see page 10.)

person may borrow money. Stop in and talk them over with your credit union today.—THE FAIRMONT ECHO, employee publication of the Owens-Illinois Glass Company, Fairmont, West Virginia.

—i.e.—

Wise Men Say—

- ☞ Be not sick too late, nor well too soon.—Benjamin Franklin.
- ☞ In slender currents comes good luck, in rolling torrents comes misfortune.—Irish proverb.
- ☞ Learn the luxury of doing good.—Goldsmith.
- ☞ Adversity is the diamond dust heaven polishes its jewels with.—Leighton.
- ☞ It is happier to be sometimes cheated than not to trust.—Samuel Johnson.
- ☞ It's no use filling your pocket with money if you have got a hole in the corner.—George Elliott.
- ☞ A man who both spends and saves money is the happiest man, because he has both enjoyments.—Samuel Johnson.

It may be of interest

also to know that when you borrow money, you are insured against death or total disability for the amount of the loan. If something should happen to you five minutes after making the loan the insurance company repays it for your family.

This insurance is free and is not added to the amount that you borrow



This sounds like a sales talk . . .

—it is. The Credit Union wants you to know the service available to you and what it has to offer. Remember these advantages:

1. Lower loan rates and substantial dividends.
2. All income of the Credit Union derives from loans made to members and from income from United States Bonds. No other investment can be made according to the Federal laws under which the Credit Union was established.
3. Your deposit can only be used for a loan to another Indiana Bell employee, invested in Government Bonds or withdrawn by you.
4. ALL income derived from loans or investments is returned to the depositors in dividends.
5. Payroll deduction for deposits or loan repayments eliminates inconvenience.



Two pages of fine booklet issued by Hoosier Federal Credit Union, Indianapolis, Indiana. Booklet prepared and contributed by Indiana Bell Company, whose employees operate the credit union.

Thrifty Tips

LOOK FOR UNSEEN WHEN BUYING CHAIRS

The qualities which make an upholstered chair or sofa a "good" piece of furniture are for the most part unseen; but the buyer who knows what they are is able to discover a "good" purchase by reading the ads and quizzing the salesman. In the first place, the frame of a quality piece—unseen as well as visible portions—should be of hardwood put together with either dowel or mortise and tendon constructions and reinforced with corner blocks. The webbing under the springs should be made of closely woven strips tacked close together, and the heavy cords that hold the springs in place should be tied from front to back of the chair, from side to side and diagonally both ways. The stuffing should be of hair covered by first a layer of thick white cotton and then a muslin undercover. Loose cushions may be filled with 75 percent down and 25 percent feathers or of inner-spring construction—a less soft and less expensive method. The down and feather filling should be encased in featherproof ticking with at least three channels. The outer covering of the chair or sofa should, of course, be closely woven and neatly tailored with straight even welts.

MORE CARE MEANS LESS WEAR ON SHEETS

To make your sheets last as long as possible, follow these tips on care, given by *PM*, January 2, 1947: (1) Since greatest point of wear is at shoulders, reverse hems top to bottom periodically. (2) Before stripping beds, loosen edges of sheets. (3) Never use sheets for laundry bags. (4) Materials weaken if allowed to stand soiled for any length of time, so launder sheets as soon after using as possible. (5) Mend tears before—not after—laundering. (6) Wash only two sheets in one washing machine load. (7) Use little or no bleach—it weakens fibers. (8) Rinse sheets thoroughly at least twice in order to remove all soap or bleach. (9) Don't hang sheets outside in freezing weather or in a strong wind and always hang double on clothes line. (10) Don't iron folds. (11) Don't stack too many sheets in one pile. (12) Put freshly washed sheets on top of pile and take from bottom, so as to rotate use.

YARN COUNT PUSHES RUG PRICE UPWARD

The price of rugs is determined by two basic factors: (1) the blend of yarn . . . most rugs are made of sev-

eral yarns blended together to produce desired toughness and springiness; (2) the amount of yarn—indicated by the number of rows per inch . . . sparseness of yarn in a very low-priced rug is easy to see and feel; but above a certain level, the buyer has to rely on the label or the salesman. The type of weave used in the rug does not, strictly speaking, regulate price or quality . . . however, there are more Axminsters in the lower-price range; more Wiltons among the higher-priced rugs; and chenille weaves rank as the most expensive (manufacturers save the finest wool blends for chenilles which are made on a semi-custom basis). The price of standard rugs may also be increased by the following incidentals: a patent back construction permitting the rug to be cut and pieced without the seam showing; a special finish protecting yarn twist in a twist-type rug so that it can be laundered. Carving by hand is usually done by order and priced according to the size of the area carved. The highest-priced rugs, of course, are those woven entirely by hand.

DON'T KEEP CAKE IN BOX WITH BREAD

Bread, cake and crackers should each have its own storage place and should not be jumbled together in one box, for each has different characteristics which require different storage conditions. An airtight container is taboo for bread, rolls and doughnuts . . . they will keep moist and will not mold in a reasonable length of time if placed in a well-ventilated bread box or drawer. A loaf which has been cut should always be wrapped in waxed paper—not in a cloth . . . the latter absorbs moisture and gives a foreign flavor to the bread. To help keep the loaf from drying out, save the end slice of the loaf and place its cut surface against the cut surface of the remaining loaf. Wrapping bread in waxed paper and storing it in the refrigerator is another way to keep it, particularly during hot, humid weather when the danger of mold is more prevalent . . . however, although the center of the loaf remains moist, the crust becomes dry and stale more quickly in the refrigerator than in the bread box. Cakes and soft cookies should be stored in a cake box or under a perforated cake cover . . . wrap cakes without icing in moisture-proof paper first in order to prevent drying. It's not necessary to wrap iced cakes for the icing serves as a protective covering. The refrigerator is also a good place for cakes and soft cookies if they are covered with wax paper or put in a box. Crackers and crisp cookies must be kept in a tightly

covered container . . . they'll soften if put with bread and cake. If they do become limp and moist, put them in a 250-degree oven until they are heated through . . . they'll regain their original crispness when cooled.

CLEAN REFRIGERATOR WHEN DEFROSTING

The housewife can "kill two birds with one stone" if she cleans the inside of her electric refrigerator when she defrosts. Since thick frost slows down the cooling of foods, the housewife should not put off defrosting too long but should do it before the frost on the evaporator becomes one-fourth of an inch thick.

Freezer trays should be removed before defrosting in order to speed up the process. The drip tray should be empty and in place to catch the melting frost. The housewife should never use anything sharp to chip frost from the evaporator or to loosen the ice-cube trays, for fear of injuring the coils that hold the freezing unit.

After the frost is all melted is the time to empty the drip tray, take out the food, remove the shelves, and thoroughly clean the refrigerator. Both the outside and inside of the cooling unit should be washed with a solution of one level tablespoon of baking soda to a quart of warm water, rinsed with a cloth wrung from clear water, and then wiped dry. Every part of the inside of the refrigerator should be cleaned in the same way—except the rubber gasket which should be cleaned with soap and water instead of soda. The shelves, drip pan, ice trays and container should be washed with soap and water, rinsed and wiped dry. After the refrigerator is cleaned, the housewife should turn the control back to normal, fill cube trays and replace shelves and food containers. She should work quickly so as to keep the refrigerator as cold as possible.

LEAVES ROB FOOD VALUE

Housewives were advised by a recent United States Department of Agriculture release to trim off the tops or leaves of root vegetables—carrots, beets, turnips and parsnips—before storing them. The explanation for this advice is an interesting one. While the vegetables are growing in the ground, the leaves manufacture and pass down to the roots for storage sugar, starch, protein and other nutrients. When the vegetables have been pulled out of the ground, the leaves stop producing and begin to draw moisture and nourishment from the roots. The Department also suggests that housewives keep young and tender root vegetables in the refrigerator rather than an open vegetable bin . . . warm air will dry and wither them in a short time.

What About It?

by C. F. Eikel, Jr.

Answers to your credit union questions
by Cuna assistant managing director

Social Security

QUESTION (FROM OHIO):

The treasurer of our credit union is receiving \$75 per month and the assistant treasurer \$35 per month. Are we not exempt from paying Social Security taxes? We have been informed that we should have been paying Social Security since January 1, 1947.

ANSWER:

The Social Security Law as amended by the 76th Congress, January 3, 1941, reads as follows: The term "Taxable Wages" shall mean all remuneration for employment, including the cash value of all remuneration paid in any medium other than cash; except—Paragraph (b), Sub-Paragraph 10 (A) "Service performed in any calendar quarter in the employ of any organization exempt from income tax under Section 101 of the Internal Revenue Code, if (i) The remuneration for such service does not exceed \$45." Credit unions are not exempt from the payment of Federal Social Security taxes if the total wages paid by them exceeds \$45 per quarter. In the case of your credit union, the total monthly wage is \$110, therefore, one per cent of the total wage should be deducted from the salary of each employee and one per cent of such salaries should be paid by the credit union.

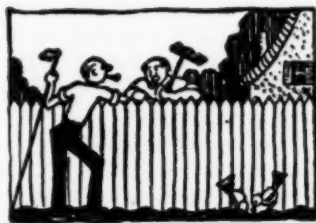
Bonding Collectors

QUESTION (FROM ILLINOIS):

It has been the custom in our organization for some time for all directors to handle money. They personally contact members, bring in share deposits, collect loan payments, and so forth. Although there has been no cause for alarm the question arose, in the event any money is misappropriated does the credit union stand the loss? Can the person who made collection be held responsible?

ANSWER:

The Illinois Credit Union Law requires that any person collecting or handling any credit union money be placed under bond. Unless the person who handles money for the credit union was under bond, it would be very difficult and in many cases impossible to collect from him in case of a defalcation. We recommend that all persons collecting credit union funds be bonded. The minimum bond



You are invited to submit your questions on any credit union problems to this department. You are also welcome to contribute your own ideas on the answers printed here. What's on your mind?

that can be purchased for each individual collector is in the amount of \$500. The minimum cost for each individual collector's bond is \$2 for faithful performance bond. Form 23 Blanket Bond would perhaps be the best bond for your particular credit union. Under this blanket bond the credit union is protected against dishonesty or defalcation of any officer, director or employee. All that would be necessary would be to indicate in your minutes that part of the individual's duties were to make collections. The cost of the Form 23 Blanket Bond varies with the assets of your credit union.

Patronage Refund

QUESTION (FROM OHIO):

Is a federal credit union prevented from distributing a part of its net earnings in the form of patronage refunds as the consumer cooperatives do?

ANSWER:

Yes. Federal credit unions are not permitted to distribute any part of their earnings in the form of patronage refunds.

Automobile Financing

QUESTION (FROM ALABAMA):

We would like information regarding financing the purchase of new or used automobiles on the installment plan.

ANSWER:

Automobile loans are normally handled in one of two methods, either by conditional sales contract or by chattel mortgage. Both of these methods are governed by state law and therefore differ to some degree in each state. Briefly, by using the conditional sales contract method, the credit union purchases the automobile from the dealer and retains title to the property until the indebtedness is

paid off. Under the chattel mortgage program the borrower receives title to the automobile from the dealer and evidence of the indebtedness to the credit union is shown on the title and further evidenced by a chattel mortgage form given to the credit union. This form is normally filed or recorded with the County Clerk or other proper official. Most credit unions prefer to use the chattel mortgage method. If you desire to use the conditional sales method, it would be necessary for you to either purchase a blank form or draw up a blank form acceptable under your state law. If you use the chattel mortgage method, your regular note form supplemented by a standard chattel mortgage form acceptable in your state will meet the requirements.

Field of Membership

QUESTION (FROM ILLINOIS):

The field of membership of our credit union is the members of a co-operative society. In the event our cooperative society should cease to operate, could our credit union continue to function?

ANSWER:

In the event the present field of membership of your credit union would cease to exist, under the law, the credit union could no longer function unless a new field of membership were established.

Who Can Vote?

QUESTION (FROM INDIANA):

Our credit union is organized under the federal law. We require that each member pay an entrance fee of \$.25 and at least \$.25 deposit toward their first share of \$5. We have one member who recently withdrew all of his shares and at a recent special meeting of our credit union, this individual was present and voted. Some contend that since he paid an entrance fee, he should be allowed to vote. Is this correct?

ANSWER:

No. When a person withdraws all of his shareholdings from the credit union he is no longer considered a member and, therefore, is not entitled to vote at any annual or special meetings of the credit union.

Borrower Approaching Age 70

QUESTION (FROM COLORADO):

One of our members will approach the age of 70 years within the next few months. At present, he has a loan

balance with the credit union in the amount of \$500. Is it true that after he attains the age of 70 years, this loan balance will not be covered with Loan Protection insurance?

ANSWER:

Loan Protection ceases when the borrower attains the age of 70 years. If the member borrowed before age 70, his loan is insured in the event of his death until he reaches the age of 70, at which time the insurance ceases entirely.

Individual Insurance Program

QUESTION (FROM WISCONSIN):

How can a member of our credit union make the best use of Cuna Mutual Insurance Society's service in establishing an insurance program for himself?

ANSWER:

Cuna Mutual Insurance Society is anxious to cooperate with any credit union member to help him provide a sound life insurance program. We have prepared a form, sent to credit union members on request, which, if filled out and returned to us will give us a good basis for recommendation of the proper insurance program. To best use our services, a member should, therefore, write us indicating his desire to avail himself of the services of Cuna Mutual, and we will provide him with the necessary data and recommendations to help him establish a sound insurance program.

Are Individuals Assessed?

QUESTION (FROM CONNECTICUT):

Does the use of the word "Society" in the name Cuna Mutual Insurance Society indicate the possibility that policyholders might be assessed?

ANSWER:

No. Cuna Mutual Insurance Society is an old line legal reserve mutual life insurance company organized under the laws of the State of Wisconsin. As such, Cuna Mutual Insurance Society is required to set up adequate reserves to cover any possible contingencies and it is impossible for the Society to assess any policyholder.

Cuna International

(Continued from page 9)

lative committee to make a complete report to the policyholders at the next annual meeting, as to actions taken on suggestions made by the membership at the 1947 annual meeting.

Cuna Supply

The Cuna Supply Cooperative administrative committee:

1. Voted to establish a distribution

depot for Canadian credit unions in Hamilton, Ontario.

2. Voted to create the position of director of publications, for the staff member authorized at the membership meeting (see column 3).

3. Gave extended attention to various operating and policy problems faced by the organization, and furthered a continuing study on "Expansion of Business and Services."

4. Instructed management to obtain the opinion of member leagues as to changing the wording of Cuna's note forms in regard to the payment of collection fees, and recommended the following words: "for payment of 'reasonable attorney's fees in addition to sums owed hereunder'."

Joint Meeting

The following actions were taken by the three groups in joint meeting, and later formally adopted in the separate meetings. The joint meeting:

1. Concurred in the action of Cuna Mutual in creating the field representative positions referred to above.

2. Adopted the report of the job evaluation committee and authorized the committee and management to proceed to negotiate with employees and their union in regard to putting the provisions of the report into practice. The plan sets up classifications for all positions and provides employees additional incentives to show initiative and obtain additional skills.

3. Created an Inter-relations committee with two members from each group, to study the proportionate benefit the two affiliates receive from the organization and education work of Cuna and to return a recommendation based on that study as to what Cuna should receive for that service.

4. Decided to hold the November meetings of the three groups in Miami, Florida. The February meetings are to be held in Ohio, the city to be set by the Ohio Credit Union League. It was reported that the annual meetings next May must be held in Wisconsin, because the steps which would have permitted Cuna Mutual Insurance Society policyholders to meet each two years instead of every year have not been completed, and meetings of the policyholders must be held in Wisconsin. The meeting therefore decided that the 1948 meetings will be held in Madison, Wisconsin, instead of in Dallas, Texas, as had been planned.

Visitors

Among the visitors present, in addition to Mr. Doig and his staff, were: C. R. Orchard, head of the Federal Credit Union Section; Joseph E. Blomgren, review examiner in the federal section; A. B. McDonald, general secretary, Cooperative Union of

Canada; Alexander Laidlaw, assistant director Extension Department, St. Francis Xavier University; Elmer Christoph, president, and Fabian Monroe, managing director, Wisconsin Credit Union League; W. L. Vandenburg, managing director, Kentucky Credit Union League; and Robert A. Kloss, managing director, Ohio Credit Union League.

In his brief remarks Mr. Orchard said that he sensed a greater general appreciation of the value of credit unions than ever before and that he thought it might never be easier to make progress with the credit union program. "If credit union people take advantage of these favorable conditions," he concluded, "they will be able to make more progress in the next five years than they made during the last ten. I like your slogan 'Now Is the Time to Build' and I'd like to see us move ahead."



E. K. Watkins

Assistant Editor of Bridge

E. K. WATKINS, formerly managing director of the Louisiana Credit Union League, is now assistant editor of BRIDGE. This appointment, effective September 1, was announced by Cuna Managing Director Thomas W. Doig at the August meeting of the Cuna Executive Committee meeting in Toronto.

Custer Director of Publications

Paralleling this announcement was one Mr. Doig made to the administrative committee of the Cuna Supply Cooperative, also meeting in Toronto: Howard C. Custer, BRIDGE editor since 1943, will devote an increasing amount of his time to the credit union promotional and educational program authorized at the Cuna Supply annual meeting in May (June BRIDGE, page 7). On September 1 he will become director of publications on the staff of B. F. Beales, manager of Cuna Sup-

ply, and Mr. Watkins will rapidly assume responsibility for the work on BRIDGE.

Mr. Watkins has been managing director of the Louisiana Credit Union League since January 1, 1942; was a Cuna National Director four years and a member of the BRIDGE policy committee two years.

Prior to 1942, in North Dakota his native state, he worked in a grocery store four years; operated his own grocery store four years; and managed a cooperative store one year. On the side he organized 21 credit unions, edited the MANDAN CREDIT UNION NEWS, served as treasurer of the North Dakota Credit Union League and chairmen league conventions and chapter programs.

He has been editor of the Louisiana Credit Union LEAGUE REPORTER.

What's a Better Name?

IN AN EFFORT to find a better name for the official publication of the credit union movement, the directors of Cuna have initiated a contest.

This contest will officially extend from November 1, 1947, to January 31, 1948, but there is no reason why prospective participants may not begin now to collect ideas. Participants may be all persons in the area served by Cuna, except the five judges, still to be appointed.

While it is not guaranteed that the winning name will succeed "Bridge," prizes will be awarded to the three best suggestions in the contest.

So all BRIDGE readers, whether they feel that the name should be changed or not, are invited to prepare to enter the contest. In other words, if the name of BRIDGE is to be changed, what name would you prefer?

No Secrets

(Continued from page 7)

it does look efficient. And we do have employees who do give a friendly, efficient service. I mentioned the Groces, and they are of the best, and the other employees that we have in the credit union are of high caliber too. We have definitely come to the conclusion that some money spent for better wages does get better help.

Good Investment

I might mention also that one little technique that we have used, which we have felt to be a good investment, was that of putting on quite an annual meeting! We spend two or three hundred dollars on it, and get some outside entertainment of the almost "show" variety, for which we have to pay, but which we feel gives us a good return. We have been able to

attract a good share of our membership to the meetings in that way, and we always open the meeting to the public in general, and get quite a few non-members there. Of course, when they are there, we do have the entertainment, and some prizes, and usually a free dance after the meeting, but we plan the meeting pretty carefully to throw in a lot of good credit union education, along with the business meeting.

We have adopted the policy also, of having a dinner once or twice a year for all the employees, officers, and committee members, and their respective husbands or wives. The credit union pays the full bill for the dinner. The dinner is to quite an extent purely social, but we do have quite a bit of definite planning of credit union work and expansion program at those sessions. It is about the only time that our group of planners get together, for we are in so many different lines of work and different places of employment, that in some cases we hardly know one another. For that reason we have felt that that meeting which takes in all of those who are active in the credit union, is another good investment.

One problem that we have definitely worried about, and still look for a solution on, is that of getting more new blood into the credit union, and more younger people into the work. At the present time we are in the process of expanding our credit union board of directors to nine members. We are hoping that that will give us a chance to bring others into the center of the organization. We have had a number of people brought into the committees or board, and found them not to be effective, and not even interested but, as we do turn over the group, we do find some new, young members who are very interested, and who are very definitely of leadership caliber in the credit union.

As I am sure is the case with all credit unions, we make it very clear in all of our literature, that there is no such thing as a race line, creed line, or color line. I believe we have credit union members of every race, creed, and color, represented in our part of the state of Colorado.

Time to Plan

Annual Meeting

WE HEARD that the annual meeting of the Hudson Main Federal Credit Union in Detroit, Michigan, was an outstanding one. So we asked the credit union for its secret.

John Mase, treasurer of the credit union, replied: "We asked for volunteers to function on the Annual Meeting Committee in the month of August



1946. This committee consisted of five people, who met once a week until the annual meeting. Notices of our annual meeting were sent to each member and we also put notices on the bulletin boards in the plant plus a three-by-six-foot sign at each entrance to the plant. We also had a write-up in the labor union publication and in the company publication.

"We have had two banquets to date, the 1945 meeting and the 1946 meeting. At the first banquet, we had 125 people and only 35 attended the meeting. We feel that this was because we held the banquet first and the meeting last. So we did just the opposite for our last meeting, which was attended by approximately 100 members and for the banquet we sold 200 dinners although only 175 people attended. We charge less than the full cost of the dinner and the difference is defrayed by a raffle.

"We endeavored to have the people to stay for dancing after both banquets but have not succeeded as yet."

Guests included Michigan and Ontario credit union leaders, Cy Watson, Gurden Farr, David Arsenault, William Maneck, and Edward Farrell, as well as Robert Waldron, personnel director of the Hudson Motor Car Company. Carlo Magrie, president of the credit union, presided.

Particularly noteworthy is the fact that the annual meeting committee was appointed in August and met once a week until the time of the meeting.

Kentucky First

THE KENTUCKY CREDIT UNION LEAGUE is the first league to adopt the credit union movement's automobile insurance program as authorized by the Cuna National Directors this year (June BRIDGE, page 5).



Temple Lide, treasurer of the Monsanto Texas Federal Credit Union, Texas City, Texas, in front of the quonset hut where the credit union is helping members recover from disaster (August Bridge, page 4; June, page 2).

Round About

The Credit Union Movement

❑ The Maryland Credit Union League is inaugurating the policy of having mid-year get-togethers for directors and committee members of Maryland credit unions. On Saturday, August 2, these leaders came together for a summer outing at Cape May Beach, which was reserved for them.

❑ The Pickwick Federal Credit Union, serving employees of the Erie Railroad Central Office Employees in Cleveland, Ohio, set as its goal for 1947 one hundred new members. On July 1 it announced that it had already obtained 105.

❑ The Missouri Pacific Kingsville Employees Federal Credit Union, Kingsville, Texas, has signed up 85 new members this year, bringing its total to 632. It uses the back of its financial and statistical report form (FCU 109) to report interesting statistical information which highlights the progress being made by the credit union. Space is also used for slogans and other words of wisdom. For example: "The credit union is your 'dollar servant'—invest today for tomorrow's security."

❑ The Rhode Island Credit Union League has taken the leadership in the adoption of a model cooperative law for the state, and in the making of plans for a cooperative department store in Providence. The department store project is being sponsored by the Consumer Distribution Corporation, endowed by credit union founder Edward A. Filene.

❑ New directors of the Pennsylvania Credit Union League are William M. Noble, James J. Girvan, and Ernest

Jones. The league is holding a mid-year meeting in McKeesport, Pennsylvania, at which Cuna managing director Thomas W. Doig will be principal speaker.

❑ One person in every ten who inhabit Canada's only island province, is a member of a credit union, it was reported at the annual meeting of the Prince Edward Island Credit Union League. Of the 52 credit unions on the Island, 46 sent delegates to the meeting. League President J. G. Dennis reported that total assets of the credit unions had passed the half-million dollar mark; over 2,500 loans totalling 1½ million dollars had been made to members.

Rev. J. C. Murphy, Charlottetown, was elected president of the P.E.I. League while J. E. Arsenaault, Wellington, was elected vice-president. J. G. Dennis was re-elected managing director.

❑ In the year ending December 31, 1946 the credit unions in Illinois made gains in all eight comparative categories listed by Arthur C. Lueder, auditor of public accounts, state of Illinois, in his annual report on the credit unions in the state. There were thirty more credit unions, 22,526 more members, almost 8 million dollars additional share deposits, an increase of over \$15 in the average share-deposit, an increase of 16,415 borrowers, an increase of over 5 million dollars in loan balances, an increase of almost \$28 in the average loan balance, and an increase of over 8 million dollars in the total loans made during the year. At the end of the year the 676 credit unions in operation had more than 52 million dollars in assets.

Field Man Wanted

Cuna Mutual has created the new position "Field Representative" to further, and accelerate, the growth of its service to credit unions and their members. Credit union people interested in filling the position are invited to file their applications.

Applicants should have broad credit union experience, should make friends and work with people easily, should have vigorous health, and should be prepared to travel much of their time. Attractive salary.

Applications should give full details and should be addressed to

Mr. Thomas W. Doig,
Managing Director

Cuna Mutual Insurance Society
Madison 1, Wisconsin



George D. Parlett

Eastern District Vice President

GEORGE D. PARLETT, newly-elected member of the Cuna executive committee, has been treasurer of the Hochschild-Kohn Employees' Credit Union, in Baltimore, Maryland, since 1940. But his interest in credit unions extends back to 1929, when the Maryland credit union law was enacted. His credit union was one of the first to be organized under the law.

He was one of the first directors of the credit union, and became its assistant treasurer in 1933.

He joined the board of directors of the Maryland Credit Union League in 1938, and has been a director since then. He served as the league's field representative for two six-month periods in 1940 and 1941, and was league president during three terms—1943, 1944, 1945. He chaired the league's Filene Memorial Fund drive.

His distinguished credit union work is paralleled by his progress in his other activities.

In 1918 he became floor-boy at the Baltimore department store, Hochschild-Kohn & Co., where he is now store superintendent.

In addition his present schedule includes time for the following public service positions: member advisory committee Second Army; deacon East Baltimore Baptist Church; member general committee Maryland State-Wide Safety and Health Conference. Spare minutes are devoted to hobbies: "helping people, radio, pistols and guns."

He has celebrated his twenty-first wedding anniversary; boasts of his two children—Peggy, 18; Tommy, 16.

Coming Events

September 19-20—Wisconsin Credit Union League annual meeting, Northland Hotel, Green Bay.

November 21-23—Missouri Credit Union League annual meeting, President Hotel, Kansas City.

Credit Union Picnic

By BRYAN HOLLOWAY

ON SATURDAY afternoon and evening, June 28, 500 Henry Vogt Employees Credit Union members and employees of the Henry Vogt Machine Company (Louisville, Kentucky) forgot the cares and irritations of business at an outlying park.

Entire families were present with well-filled baskets of food. After a torrid softball game between Departments 16 and 28, horseshoe pitching, sack races, footraces for the "kiddies," bingo for everybody, and many other forms of entertainment, we sat down under the trees and ate until we could eat no more.

Then we danced. All known forms of dances were executed, as were also a few which did not come within the knowledge of the "oldest inhabitant."

At a late hour we went home, tired but happy.

Wisconsin Central

A SPECIAL CHARTER has been granted by the Wisconsin state banking department for a State Central Credit Union. Credit unions which are members of the Wisconsin Credit Union League, as well as members of such credit unions and all persons in Wisconsin not now served by credit unions may be members of the central credit union the membership fee is one dollar. The Banking Commission has approved a special provision which enables the credit union to draw its directors from all areas of the state without burdening it with too heavy expenses for meetings. The board meets quarterly and an executive committee of five meets monthly.

53 In July

by WILLIAM B. TENNEY
Assistant Director Organization

TWENTY-SEVEN STATES AND PROVINCES reported a total of 53 new credit unions during July. This was 10 less than the previous month, but 13 more than July 1946. Ontario led the way with 5. Pennsylvania and North Carolina reported 4 each. Tennessee, California, Indiana and Manitoba contributed 3 each. Total for the year to date is 365 as compared with 268 for the same period of 1946. Pennsylvania leads the year to date contest with a total of 28. California is second with 25, Ontario is third with 24. Illinois is fourth with 22 and Connecticut is fifth with 15.

1000 New Credit Union Drive

Three months have gone—one fourth of the time—and the total new

September, 1947



A Prize Collection of Credit Union Service-with-a-smile-ers. Picnic Committee of Henry Vogt Employees Credit Union. Top row—W. A. Jackman, general chairman; Dwight Orem, Oscar Jockell. Middle—Joe Duvall, Wm. Hall, Bryan Holloway, Geo. Katzman. Bottom—Earl Alpiger, chairman; Theo. Lauyans, Carl Vierling.

credit unions reported is 149. During the same three months last year the total was 137. We are a little ahead of last year but not enough that we can "rest on the oars." Six more leagues erased their zero and only twenty-four zeros remain. Totals and quotas by districts and leagues follow:

CANADIAN

Quota 150; 21 organized, or 14 percent of quota

Alberta, 0; British Columbia, 2; Manitoba, 3; New Brunswick, 0; Newfoundland, 1; Nova Scotia, 1; Ontario, 12; Prince Edward Island, 0; Quebec 1; Saskatchewan, 1.

NORTHEASTERN

Quota 125; 16 organized, or 12 percent of quota

Connecticut, 8; Maine, 0; Massachusetts, 2; New Hampshire, 0; New York, 5; Rhode Island, 0; Vermont, 1.

EASTERN

Quota 150; 24 organized, or 16 percent of quota

Delaware, 0; District of Columbia, 2; Maryland, 0; New Jersey, 3; Ohio, 8; Pennsylvania, 11; Virginia, 0; West Virginia, 0.

CENTRAL

Quota 150; 18 organized, or 12 percent of quota

Illinois, 4; Indiana, 4; Michigan, 6; Wisconsin, 4.

MIDWESTERN

Quota 150; 13 organized, or 9 percent of quota

Iowa, 4; Kansas, 2; Minnesota, 2; Missouri, 3; Nebraska, 1; North Dakota, 1; South Dakota, 0.

SOUTHERN

Quota 150; 37 organized, or 25 percent of quota

Alabama, 1; Arkansas, 0; British

South America, 0; British West Indies, 0; Canal Zone, 0; Florida, 4; Georgia, 3; Kentucky, 2; Louisiana, 3; Mississippi, 0; North Carolina, 7; Oklahoma, 1; Puerto Rico, 2; South Carolina, 0; Tennessee, 5; Texas, 9.

WESTERN

Quota 125; 20 organized, or 16 percent of quota

Arizona, 1; California, 11; Colorado, 3; Hawaii, 2; Idaho, 0; Montana, 0; Nevada, 0; New Mexico, 0; Oregon, 1; Utah, 0; Washington, 1; Wyoming, 0; Philippine Islands, 1.

Volunteer Organizers Contest

Interest is awakening in the Volunteer Organizers Contest. Mrs. Mildred Boyd, of Fresno, California is the newest and (to date) only U. S. entry. She reported two credit unions in her entry letter. Other contestants are George Mortenson, of British Columbia, C. J. Watson, of Ontario, and George Selkirk, of Ontario. Selkirk reported three new credit unions and none have been reported by Watson or Mortenson. There is plenty of time left so enter the contest now and get started. Write to the Organization and Education Department of CUNA, Madison 1, Wisconsin for a free Volunteer Organizers Kit. Here are the rules of the contest:

1. Address a letter to Mr. T. W. Doig, CUNA, Madison 1, Wisconsin, stating your intention of entering the contest.

2. Soon after the organization of each credit union advise Mr. Doig of that fact.

3. Before March 31, 1948 send Mr. Doig a letter listing all the credit unions you have organized during the contest period.

This contest runs from March 1,

1947 to February 28, 1948. The prize, a \$100 savings bond, is awarded to the person who organizes the greatest number of credit unions per thousand of population of the state or province in which the organizer lives. In case of ties duplicate awards will be made.



Founders Club

New Members

SINCE OUR LAST REPORT the following new members have been admitted to the Founders' Club:

Edward Billet, Tradesmen's Tent Federal Credit Union, Philadelphia 6, Pennsylvania.

Charles Rycroft, Whitby Co-operative Credit Union Ltd., Toronto, Ontario.

Victoria Savage, Customs Credit Union Ltd., Toronto, Ontario.

Frank Rinneard, St. Brigids Credit Union Ltd., Toronto, Ontario.

Patrick Mulrooney, St. Brigids Credit Union Ltd., Toronto, Ontario.

P. J. Chesson, Norfolk Teachers Association Federal Credit Union, Norfolk, Virginia.

William Mottram, Hamilton Street Railway Employees Credit Union Ltd., Hamilton, Ontario.

Verner Porath, Rubber Employees Federal Credit Union, Erie, Pennsylvania.

J. Knox Dye, Ashland ARMCO Employees Credit Union, Ashland, Kentucky.

Thomas L. Cecil, Stansanco Credit Union, Louisville, Kentucky.

Charles C. Haynes, Happy Valley Credit Union, Elizabethton, Tennessee.

Charles E. Gardner, Industrial Insurance Agents Federal Credit Union, New York, New York.

What and How

The Founders' Club is a Cuna honorary society of credit unionists who have organized credit unions other than their own.

To become a member one must:

1. Be a member of a credit union.
2. Find a group that does not yet have a credit union.

3. Get it to organize a credit union or initiate interest in and cooperate in the organization of its credit union. (Write to your league or to Cuna for instructions and helpful material.)

4. Report in writing to Mr. Thomas W. Doig, managing director Credit Union National Association, Madison 1, Wisconsin for membership in Founders' Club, giving your name, the name of your credit union, and the name of the credit union organized. (The managing director or principal administrative officer of each credit union league may also furnish this information and obtain membership for persons in his province or state.)

You will receive an attractive membership card and a pin (see cut).

Here's How One Was Organized

If you think it must be hard to organize a credit union, and win the Founders Club membership, here's an eye-opener for you, from a report of Elizabeth K. Lynch, managing director of the Tennessee and the Virginia credit union leagues. True, they are not all that easy to sign up, but many are.

"I had never heard of Orgill Bros. (in Memphis, Tennessee), and knew no one there, but just stopped in passing, presented my card to the girl at the information desk and asked to see the general manager.

"He came out and courteously referred me to the office manager, who said: 'Yes, we've known for a long time we ought to think about a credit union.'

"After about 40 minutes' discussion, he called a meeting according to my suggestions (15 to 30 people representing a cross-section of rank-and-file employees, including members of a labor-management relations committee or its equivalent). He called the meeting the same day. I took about 25 minutes to explain the credit union plan; they took another 25 minutes asking questions. They then voted to organize a credit union and appointed a committee of eight to hear details on federal and state charters. The committee of eight signed application for a federal charter a few minutes later—and that was that.

"The general manager is president of the Memphis Chamber of Commerce, by the way. Both he and the office manager offered every cooperation: pay-roll deduction, clerical assistance, office space, etc. Attitudes of all parties concerned were excellent. This is a fine old wholesale hardware firm (100 years old). There are 300 employees. It was a pleasure and inspiration to work with them.

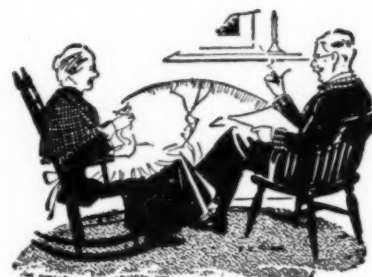
"My guess is that there are literally scores of firms in Tennessee where

any volunteer organizer could walk in and find a welcome (and a Founders Club pin) just waiting there."

New Central Office

for Manitoba Credit Unions

Joint offices of the Credit Union Federation of Manitoba and the Manitoba Central Credit Union Society Limited, are now located at 230 Princess Street, Winnipeg. Frank W. Miller is manager of the new offices. Correspondence to either association should be sent to Box 192, Winnipeg.



Once Upon a Time

Twenty Years Ago in Bridge

California organizes its first credit union—the Municipal Credit Union of Los Angeles.

The annual outing of the Massachusetts credit unions was not called off because of rain, though it did rain and rain. Served for dinner was roast beef, creamed corn, spaghetti "cooked as only folks can cook spaghetti who can cook spaghetti," ice cream, cake, apple pie and coffee.

Western Union employees organize first credit union.

Ten Years Ago in Bridge

Seventy-five credit unions subscribed to BRIDGE for all their members.

Cuna Mutual Insurance Coverage reaches 18 million dollars.

Five Years Ago in Bridge

Credit union leaders throughout the movement contribute to special credit union education issue.

Mrs. W. W. Schnakenburg writes featured article about steps taken to bring her credit union, The Salt Lake City Railroad Transportation Employees Federal Credit Union, from the brink of liquidation to the height of outstandingly successful operation. A fine educational program had much to do with this achievement.

FOR SALE

One mimeograph machine in A-1 condition
—A. B. Dick hand operated, brush inker.
\$65.

Sterling Community Federal Credit Union
Box 1086, Sterling, Colorado

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DOUBLE SAVINGS

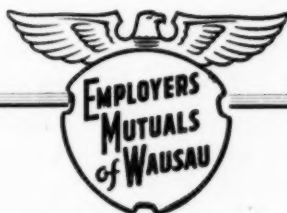
through Cuna's Credit Union Automobile Insurance Program

Cuna's Credit Union Automobile Insurance Program enables you to provide your members with "package" loan and insurance service. Your automobile buying members are thus offered double savings: credit union loans plus automobile insurance which gives unusually broad coverage, is nonassessable, and pays dividends.

This program has been developed especially for credit unions with the help of credit union leaders. It has been given a thorough trial in several states and is now offered through Cuna on a national scale, as rapidly as the program can be adapted to the different requirements of each state and through the support of each league.

The claim experience of credit union members is kept separate. It is confidently expected that even greater benefits will result from this nation-wide joint action in the automobile insurance field—as the program wins increasing participation and accumulates experience.

For further information write Cuna or
our Credit Union Insurance Department.



Employers Mutual Liability Insurance Company of Wisconsin

Home Office: Wausau, Wisconsin

Credit Union Insurance Department: Appleton, Wisconsin



You can send a box containing 30 hearty meals, plus other supplies, through C.A.R.E. for \$10. This is much more than you could send for the same money any other way. Remittances should be sent to C.A.R.E., 50 Broad Street, New York 4, New York

Package for Babies

TWO BABY FOOD PACKAGES and a layette package are now available for delivery abroad through CARE.

Infant Food

The first of the new packages, the CARE infant food package, is designed to provide either a complete, or a supplementary diet for a baby from birth to six months old. Depending upon the weight and health of the infant, the package will last from four weeks to three months. It contains ten 1-lb. cans of whole milk powder, one 18-oz. box of infant cereal food, one bottle of 100 fifty-milligram tablets of Ascorbic Acid (Vitamin C), one bottle containing 30 cubic centimeters of Vitamin A and D concentrate, one 2-lb. box of granulated cane sugar, one box containing 6 oz. of toilet soap, and one can opener.

Baby Food

The CARE baby food package is designed to provide food for babies between the ages of six months and one year. This package will provide food for a child for 30 to 80 days. It contains eight 1-lb. cans of whole milk powder, one 18-oz. box of Pablum, one bottle of 30 fifty-milligram tablets of Ascorbic Acid, two 10-cubic centimeter bottles of Vitamin A and D concentrate, one 1-lb. box of granulated cane sugar, one box containing 6 oz. of toilet soap, one can opener and thirty cans of strained baby food, averaging 4¼ to 4¾ oz. each and containing mixed meats and vegetables, and fruits.

Complete instructions are contained

in both the above packages for the use and preparation of the foods.

Layette Package

The CARE layette package provides the following items necessary for the clothing and care of a young baby: one 2-oz. bottle of crystalline boric acid, one 6-oz. bottle antiseptic baby oil, one 4-oz. shaker-top can antiseptic baby powder, one 4-oz. box sterile cotton, one box of three 2¼-oz. cakes of castile soap, one set of 6 Pyrex graduated 8-oz. nursing bottles and 6 nipples, one dozen boxed gauze diapers, one envelope of safety pins, two cotton receiving blankets, two flannel kimonos, two cotton training pants, two cotton shirts, one plastic waterproof sheet.

Each of the new CARE baby packages costs \$10 delivered in Austria, Belgium, France, Czechoslovakia, Finland, Eire, The Netherlands, Poland, Hungary, Rumania, England, Italy, Greece, Germany (except the Russian Zone) and Scotland. The Norwegian Government has requested that CARE discontinue sending packages there since both the clothing and food situation has improved considerably this year.

Orders may be sent to CARE at 50 Broad Street, New York 4.

Fork Over

THERE IS A LADY operating a boarding house down in Ala. who has a simple, silent, but most effective method of collecting money from delinquent boarders.

A new arrival at this lady's establishment noticed at supper that one of the boarders had one fork too many beside his plate, and seemed to be acutely embarrassed over the circumstance.

"Why is he so disturbed over the extra fork?" the new boarder whispered to the gentleman beside him.

"Oh, that's how the landlady collects past due board bills," was the laughing explanation. "When she puts that extra implement beside a plate it simply means: 'Fork over.'"—WALL STREET JOURNAL.

It's Good Business

IF YOU HAD 200 umbrellas, and every rainy day you lent them to any person who might walk in, ask for one, and leave a name and address—how many umbrellas would you have left after six months?

A women's apparel shop in Cincinnati has been doing just such lending ever since last February as part of the store service—and offers an interest-

WANT TO RAISE FUNDS

for some special purpose!!!

SIMPLY conduct a sale of Christmas card assortments and social notes among the members and their friends. You get 50% of the proceeds. Write today for details of our special plan for credit unions and co-ops.

UNIQUE GREETING CARD CO.
354 Jersey St., Staten Island, N. Y.

ing answer: After six months of this trusting service, a census of the umbrella stock shows: Umbrellas on hand, 197; storm casualties, 1; swiped by public, 2; new accounts opened, many.—BETTER WAY.

What's Happening

To the Cost of Living

THE RELATIVE HIGH COST OF LIVING during recent years is shown by the following statistics assembled by the United States Bureau of Labor Statistics. The base figure, 100, represents the cost of living during the years 1935-1939.

Total Cost of Living

August, 1939	98.6
January, 1941	100.8
May, 1941	102.9
May, 1942	116.0
May, 1943	125.1
May, 1944	125.1
May, 1945	128.1
May, 1946	131.7
June	133.3
July	141.2
August	144.1
September	145.9
October	148.6
November	152.2
December	153.3
January, 1947	153.1
February, 1947	152.8
March, 1947	156.3
April, 1947	156.1
May, 1947	155.8

The relative cost for various consumer items follows:

	August 1939	May 1946	May 1947
Food	93.5	142.6	187.6
Clothing	100.3	155.7	184.4
Rent	104.3	108.4	109.2
Gas & Electricity	99.0	92.2	92.4
Other Fuels & Ice	96.3	127.8	142.2
House Furnishings	100.6	153.7	181.6
Miscellaneous	100.4	127.2	138.7
Total Cost of Living	98.6	131.7	155.8

Gains and Losses

by Richard Giles

Ⓐ Bakers estimate that every time legislation raises sugar prices one cent a pound, the nation gets an additional \$10 million added to its bill for cake.

Ⓐ Raw materials for shoes rose 25 per cent in price in the six weeks be-

ginning June 1. Light cowhides reached 87 per cent over OPA ceilings. All shoe prices may be expected to advance.

¶ Fur coat prices are "stabilized" about 25 per cent below last year, say people in the business. But the new longer dresses have got fur buyers stumped—they don't know what length coat to order, and business has slowed down around 50 per cent.

¶ Vacuum cleaners and radio sets will be plentiful by the end of the year, but not electric refrigerators or stoves, the industry says.

¶ Western Auto Supply stores will start handling groceries this September. This is in line with a trend that will scramble merchandising all over the country. Grocery stores will be selling appliances and fast-selling drug items, drug stores will sell household equipment; a group of filling stations were reported recently handling a line of books. Vending machines, of course, are selling all kinds of things, including hot dogs smeared with mustard.—Co-OP NEWS SERVICE.

Operating Aids

Of Special Interest In September

THE FOLLOWING ITEMS, which may be obtained from your league's supply department or from Cuna Supply Cooperative, Madison 1, Wisconsin, are of timely interest. (Unless marked "net" prices are subject to 20 percent discount for league members.)

Poster 614—School days are happy days when the credit union pays the way. 5c each.

Poster 606—Get your winter coal the credit union way. 5c each.

Insert 606-A—Miniature of the above poster, like the poster in three colors. 34c per 100.

Bookmatches—Always timely; attractive credit union message, imprinted with your credit union name and address. Prices on application.

What, Oh What, To Do

In September

¶ Concentrate on the promotion of school and of winter fuel loans.

¶ Urge members to save for Christmas expenses. Also gifts can often be bought better now than later—better selections; better prices.

¶ Continue to make plans and prepare for an increasingly strong credit union program during the fall months. These are crucial months in our program. We must not let other agencies get, by default, our members' and potential members' business.

September, 1947

A VOLUME of Help

BOUND VOLUMES of the 1946 Bridge complete with index are available at \$3 a copy. For ready reference to a year of informational and helpful credit union material order yours now.

BRIDGE

Madison 1, Wisconsin



The Champ!

The Cuna Calendar Bank has proved itself a champion builder of credit union thrift programs. It helps the credit union help its members and promotes steady interest in the credit union program.

It makes a fine Christmas gift—but place your orders now as the supply is still limited and uncertain. Price, \$1.95 each less 20 percent to member credit unions.

Order from your league if it handles supplies, or

Cuna Supply Cooperative, Madison 1, Wisconsin



**DON'T ALLOW THE FEAR OF
INSECURITY TO SCARE YOU**



PREPARE for your family's future. Don't allow the haunting fear that most husbands and fathers carry about with them, destroy the tranquility of your life and home. Whether you die tomorrow or whether you live to be a hundred you can provide for the future.

A Life Insurance and Savings Program, carefully planned with your own Credit Union, will provide the money for the living your family will need tomorrow.

The service and experience of your home office
is at your disposal. See your Credit Union
Treasurer for particulars . . . or write CUNA Mutual.
It is your Company . . . USE IT!

